

CONTRACT



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

CROSSROADS MEDIA, LLC
66 CANAL CENTER PLAZA
SUITE 555
ALEXANDRIA, VA 22314

<u>Contract / Revision</u> 342718 /		<u>Alt Order #</u> WOC10035946
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Estimate #</u> 1248	
<u>Advertiser</u> CROSSROADS GRASSROOTS POLICY STRA		<u>Original Date / Revision</u> 10/18/12 / 11/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRC	<u>Account Executive</u> Kaitie Conway	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 276.80
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u> 02812		<u>Advertiser Ref</u> 23242

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WRC	10/30/12	11/02/12	5-6A NEWS4 @5AM	5A-6A		:30				NM	8	\$14,400.00
All spots on this order immediately preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222 - -				8	\$1,800.00	2.60			
N 2	WRC	10/30/12	11/02/12	6-7A NEWS4 @ 6AM	6A-7A		:30				NM	8	\$33,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222 - -				8	\$4,200.00	3.70			
N 3	WRC	10/30/12	11/02/12	9-10A TODAY SHOW 2	9A-10A		:30				NM	8	\$19,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222 - -				8	\$2,400.00	2.30			
N 4	WRC	10/30/12	11/02/12	10-11A TODAY SHOW 3	10A-11A		:30				NM	7	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222 - -				8	\$1,800.00	1.80			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WRC	10/29/12-11/04/12	10-11A TODAY SHOW 3	10A-11A	- TuWThF - - -	:30		\$1,800.00	1.80	NM		
	See MG 4.9												
		DNA-SEVERE WX COVERAGE											
	2	WRC	10/29/12-11/04/12	10-11A TODAY SHOW 3	10A-11A	- TuWThF - - -	:30		\$1,800.00	1.80	NM		
	See MG 4.9												
		DNA-SEVERE WX COVERAGE											
	9	WRC	11/06/12-11/06/12	5-6A NEWS4 @5AM	5A-6A	- Tu - - - - -	:30		\$3,600.00	3.60	NM		
	Ⓜ MG for 4.1,4.2												
N 5	WRC	10/30/12	11/05/12	News 4 @ 4:30a	430-5a		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	1111 - - -				4	\$450.00	1.30			
N 6	WRC	10/30/12	11/03/12	News 4 Sat 6am 6-7a	6A-7A		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

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Contract / Revision	Alt Order #
342718 /	WOC10035946

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	Crossroads GPS	1248

Advertiser	Original Date / Revision
CROSSROADS GRASSR	10/18/12 / 11/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1- 1 \$1,800.00 2.80													
N 7	WRC	10/30/12	11/03/12	Saturday Today 7-9a	7A-9A		:30				NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1- 1 \$3,000.00 4.00													
N 8	WRC	10/30/12	11/03/12	News 4 Sat 9-1030a	9-1030a		:30				NM	1	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1- 1 \$2,700.00 2.80													
N 9	WRC	10/30/12	11/04/12	News 4 This Week	530-6a		:30				NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$600.00 0.90													
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WRC	10/29/12-11/04/12	News 4 This Week	530-6a	-----S	:30		\$600.00	0.90	NM		
Credited PREEMPT													
N 10	WRC	10/30/12	11/04/12	News Sun 6-7a	6-7a		:30				NM	1	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$1,900.00 2.30													
N 11	WRC	10/30/12	11/04/12	News Sun 7-8a	7-8a		:30				NM	1	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$1,900.00 3.00													
N 12	WRC	10/30/12	11/04/12	News 4 Sun 9-10a	9-10A		:30				NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$2,500.00 2.90													
N 13	WRC	10/30/12	11/05/12	11A-12P MIDDAY NEWS	11A-12P		:30				NM	10	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 22222-- 10 \$1,200.00 1.30													
N 14	WRC	10/30/12	11/05/12	Access H Live 12-1p	12-1p		:30				NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 11111-- 5 \$1,200.00 0.90													
N 15	WRC	10/30/12	11/05/12	1-2P DAYS OF OUR LIVES	1P-2P		:30				NM	5	\$11,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 11111-- 5 \$2,200.00 0.70													
N 16	WRC	10/30/12	11/05/12	Steve Harvey	2-3p		:30				NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 11111-- 5 \$900.00 0.90													
N 17	WRC	10/30/12	11/02/12	Ellen	3P-4P		:30				NM	4	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -1111-- 4 \$1,500.00 1.40													
N 18	WRC	10/30/12	11/02/12	4-5P NEWS4 @ 4PM	4P-5P		:30				NM	4	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -1111-- 4 \$1,500.00 3.00													
N 19	WRC	10/30/12	11/02/12	5-6P NEWS 4 @ 5PM	5P-6P		:30				NM	4	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													

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<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 1248
<u>Advertiser</u> CROSSROADS GRASSR		<u>Original Date / Revision</u> 10/18/12 / 11/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111 - -				4	\$2,500.00	4.10			
N 20	WRC	10/30/12	11/02/12	6-7P NEWS4 @ 6PM	6P-7P		:30				NM	4	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111 - -				4	\$3,200.00	4.40			
N 21	WRC	10/30/12	11/02/12	7-730P NBC NIGHTLY NEW	7P-730P		:30				NM	4	\$48,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111 - -				4	\$12,000.00	6.90			
N 22	WRC	10/30/12	11/02/12	730-8P ACCESS HOLLYWO	730P-8P		:30				NM	4	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111 - -				4	\$10,000.00	4.20			
N 23	WRC	10/30/12	10/30/12	Voice Results	8-9p		:30				NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1 - - - - -				1	\$13,000.00	2.10			
N 24	WRC	10/30/12	10/31/12	Chicago Fire	10-11p		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- - 1 - - - -				1	\$10,000.00	3.50			
N 25	WRC	10/30/12	11/03/12	11-1135p M-SU L NEWS	11P-1135P		:30				NM	5	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 11111 -				5	\$5,000.00	3.80			
N 26	WRC	10/30/12	11/04/12	Late News (NFL)	1130P-1205a		:30				NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - 1				1	\$5,200.00	4.60			
N 27	WRC	10/30/12	11/02/12	1135-1237A TONIGHT SHO	1135P-1237A		:30				NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111 - -				4	\$2,200.00	1.70			
N 28	WRC	10/30/12	11/02/12	1237-137a Fallon	1237-137a		:30				NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111 - -				4	\$900.00	0.90			
N 29	WRC	10/30/12	11/05/12	136A-205A CARSON DALY	136A-205A		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	11111 - -				5	\$400.00	0.60			
N 30	WRC	10/30/12	11/03/12	Sat. Night Live	1130P-1:02a		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - 1 -				1	\$4,000.00	2.50			
N 31	WRC	10/30/12	11/04/12	Redskins Final	1205x-1235x		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - 1				1	\$1,900.00	2.50			
N 32	WRC	10/30/12	11/04/12	Access H	1235-135a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - 1				1	\$600.00	1.50			
Totals										276.80		114	\$327,600.00

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<u>Advertiser</u> CROSSROADS GRASSR		<u>Original Date / Revision</u> 10/18/12 / 11/08/12

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	114	\$327,600.00	\$278,460.00
Totals	114	\$327,600.00	\$278,460.00

Signature: _____ **Date:** _____

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This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.